

# APIC



# KEYNOTER

NEWS OF THE AMERICAN POLITICAL ITEMS COLLECTORS

VOLUME IV Number 4

ISSUED FOUR TIMES YEARLY

WINTER 1965-66

## THE PRESIDENTIAL CANDIDATES OF 1888



DEMOCRATIC PARTY  
(Cleveland & Thurman)  
5,538,233  
(168)



REPUBLICAN PARTY  
(Harrison & Morton)  
5,440,216  
(233)



UNION LABOR PARTY  
(Streeter & Cunningham)  
148,105  
(0)



PROHIBITION PARTY  
(Fisk & Brooks)  
249,907

UNITED LABOR PARTY  
(Cowdrey & Wakefield)  
2,808

AMERICAN PARTY  
(Curtis & Wigginton)  
1,591

INDUSTRIAL REFORM PARTY  
(Redstone & Colvin)  
no vote



EQUAL RIGHTS PARTY  
(Lockwood & Wells)  
no vote

(Items pictured are from the Harris Collection)



STAFF: Editor in Chief, U. I. Chick Harris, #139 - 6223 Mardel Ave. St. Louis, Mo.  
Associate Editor, Mrs. Agnes Gay, #7 - 112 E. Ivy, East Rochester, New York.

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APIC OFFICERS:

President, Ferdinand W. O'Brien, #103.  
Vice President, Charles M. Williams, #121.  
Vice President, Wayne LaPoe, #23.  
Vice President, Kenton H. Broyles, #129.  
Secretary-Treasurer, Robert Sterling, #173  
412 Taft Avenue, Charleston, ILLINOIS.

APIC Board of Directors:

Joseph W. Brown, #95 J. Doyle DeWitt, #26 U. I. Chick Harris, #139  
Webster T. Haven, #121 Jack W. Martin, #152 Joseph F. McGee, #133.

THE 1888 CAMPAIGN - - - THE KEYNOTER COVER PRESENTATION

The political campaign badges and ribbons (ribbons are shown in reduced size) pictured are from the campaign of 1888. Cleveland was trying for his second term but Harrison was the victor even though he polled less votes than Cleveland. This was the third time that the candidate with the most votes lost. Andrew Jackson was denied the Presidency because he did not have a clear majority of the electoral vote, when the House following Henry Clay, gave John Quincy Adams the nod in 1828; in 1876 Samuel J. Tilden, one of the real unsung heroes of our Country--as he was actually cheated out of the Presidency, but put his Country above his own ambitions and politics and accepted the decision of the House, he too lead in popular vote by over 250,000 out of some eight and a half million votes. The 1888 campaign was prolific in number of items and variety as well--there were many metal and cloth shank back lapel items, enamel and porcelains and the last of the ferrotypes. Bleva Lockwood, the second woman candidate for the Presidency, making her second try was again blanked at the polls, at least as far as the record books are concerned. You will note that there were three parties connected with the newly active Labor movement, but that the vote was rather light. This most interesting campaign is well represented by 3-D items for whole sets of ironstone china with both major party candidates as well as paper balloons, and all types of unusual novelties, were most prevalent across our countryside.....

Edward C. Rockette, #247, has just published a 188 page book, "Medallic Portraits of John F. Kennedy", in both paper back and clothbound. Available from many coin shops or from the publisher, Krause Publications, Iola, Wisconsin, 54945, at \$2.95 & \$4.95. This is a complete descriptive catalogue of all the coins, medals, tokens and store cards that have been struck in the name of John Fitzgerald Kennedy, 35th President of the U. S. It is completely illustrated and chapterized by year of issue, each piece is credited to source and accompanied by a relative valuation guide. It is well done.

Michael E. Kelly, #395, sands this interesting side-light of the 1936 campaign. "At the 1936 GOP National Convention, several of Landon's aides were going over the list of possible V.P. candidates. Someone suggested that the ticket of Landon and Senator Styles Bridges of N.H. would be very well balanced. There was much agreement and it looked as though the slate was settled, when some one piped up "Landon-Bridges Falling Down". Thus ended his chances for Veep in 1936."

Thanks to Michael L. Stark, #612, for his efforts in obtaining the enclosed booklet, YOUNG MAN FROM BOSTON, which was printed by the Chrysler Corporation in connection with the TV special by the same name. Michael has also contacted his Congresswoman to inform her of the 'Brummagen' which is hurting our hobby and asking for legal help to combat these fakes. He is one of the young, newer collectors and most enthusiastic.

Be sure to note the BRUMMAGEN section, with this issue of the KEYNOTER, for Wayne LaPoe continues to do an outstanding job in tracking down and alerting the membership. Each of you should be on the look-out and if an item doesnot look authentic, send to Wayne for an opinion and a chance to photo and include in the next BRUMMAGEN article.....



REPORT OF MEETING OF CONNECTICUT CHAPTER OF THE APIC.---Saturday, October 30, 1965

The first meeting of the Connecticut Chapter of the APIC was held at the 'Just Buttons Museum', which Sally Luscomb and her husband Victor were perfect hosts and made us all feel welcome and at ease, in their beautiful colonial home that also serves as a button museum....The meeting started at ten AM with members displaying some of their treasures. The displays had hardly been set up when many boxes and brief cases were opened and out came many nice items for selling and swapping....After several hours of trading we gathered for lunch. Each person had brought his own lunch, with our host and hostess serving coffee and apple pie ala-mode. During the meal political items were discussed and many of us learned a lot by listening to and asking questions of those who had been collecting for a number of years....Having finished lunch, a short organizational meeting was held with the first order of business, the election of officers. Don Coney, #202, was elected President and Bob Carter, #494, was elected Secretary-Treasurer, both for a one year term. It was decided that our chapter would meet quarterly and that our meeting date would be worked out later.....This was a wonderful kick-off meeting with many fine items changing hands. Our only regret was that ten of our Connecticut APIC members were not able to be with us for this first meeting. We hope they will attend our next meeting. The following is a list of those who were in attendance and are charter members of the Connecticut Chapter: Gertrude Adkins, Amos Bishop, Bob Carter, J. Harold Cobb, Dot Comeau, Don Coney, Frank Corbeil, Alta Crowley, J. Doyle DeWitt, Ralph Edson, Edward Gumprecht, Sally Luscomb, Jean Lydecker and Bob Marvin. Bob Carter, Sec'y. Conn. Chapter

SPRING MEETING IN HOLLYWOOD, CALIFORNIA SET FOR APRIL 1, 2 & 3.

Another three day Political Items Collectors Show and Sale has been set for April 1, 2 & 3, at the Hollywood Roosevelt Hotel, sponsored by APIC members, Elmer Piercey, George Williams, and Joseph McGee.....The Show and Sale will run from 1 PM to 10 PM on Friday, 10 AM to 10 PM on Saturday, and 10 AM to 3 PM on Sunday....Collectors are invited to bring material for display purposes. Elmer Piercey has prepared a special exhibit of over 600 McKinley items. Another feature of the show will be a display of third party items. Dealer and trading tables are available for ten dollars for the three days and those desiring space should contact the sponsors at 2894 Maude Street, Riverside, California 92506.....Registration will be in the Aviation Room of the hotel, the charge is \$1.00 for adults and fifty cents for juniors, good for all three days.....Out of town guests desiring accommodations should contact the Hollywood Roosevelt Hotel, 7000 Hollywood Blvd., Hollywood, California 90028. All collectors are urged to attend as it is a fine opportunity to meet your fellow collectors and obtain a variety of items.

CAPITAL AREA APIC CLUB FORMED.

On Saturday, November 20, 1965 about forty gathered at the Silver Spring, Maryland, Library for the third Capital Area APIC exhibition and trading session. Most of those present were from D. C. and surrounding counties in Virginia and Maryland, but devoted collectors came from Pennsylvania, Baltimore and from the Eastern Shore, across the Chesapeake Bay.....The youngest collector was eight years old, the oldest was a professor who had retired after 46 years of teaching political science. Among those present were Ken Broyles, Bob Jesko, Steve Brown, D. J. Harrill, Paul Thipodeaux from the Smithsonian, Mile Kelly, Dick Kleen, Steve Ackerman, Ted Watts, Steve Kanner, Dale Hoyt, Bob Fratkan, Barbara Maloof, Tom Gordon and C. Winslow--with some slipping away without signing the guest register.....A short business meeting was held during which it was decided to hold two sessions a year and officers were elected as follows: Ted Watts, Chairman; Steve Ackerman, Vice-Chairman; and Steve Kanner, Secretary-Treasurer. Ted Watts, #146.

NO SPRING MEETING OF MID-WEST CHAPTER PLANNED.

Hal Ottaway, #35, tells us that the meeting which was tentatively planned for Independence, Missouri this spring will not be held as many said they plan to attend the National Convention this summer and would prefer to wait till a later date.

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Stephen Henderson, #589, and his wife Phyllis who is also quite interested in P. A., had a nice write-up and photo in the Ames, Iowa Daily Tribune. How does Politiciana Americana and psychology go together--suppose Steve can answer as he is a Psy. graduate student...



S. Fred Rosenthal, #393, sends an interesting photo-copy of an old Pro-British NY Weekly The Albion, dated Saturday June 21, 1856. At this early date in the campaign, just after the Republicans had named Fremont and Dayton, they called the election exactly as it happened. They thot theworst of Buchanan in foreign policy, disliked the ill-will toward immigrants of the Know-nothings who had nominated Fillmore and Donelson and wondered why the new party, would call themselves 'Republicans', and ask why all parties were not so called. They liked Fremont's youth, vigor and resolute will but were afraid his political inexperience would hurt his chances. This paragraph concluded the concise and well thought out article; "Very distant readers may wonder what are the chances. The experienced know that these are always doubtful to the last. One thing however may be safely said. If the opposition continue their split, that is to say, if Fillmore and Fremont both go to the poll--Buchanan will walk over the course."

FOUND - While recently going through my box of trading material, which had been undisturbed since we returned from the Binghamton meeting, I found a plastic bag of fifty very nice celluloid buttons of various sizes and representing many campaigns. Some really nice jugates are included and I am amazed that no one has mentioned misplacing the bag. I assume that it was placed in my box during the swap session, as many were placed under the row of tables. I have contacted the several collectors who were nearby but all said, these items are not theirs. I will be most happy to send to their owner if a description of the missing items accompanies the letter. I will hold in tact until May 1, 1966 and should the items not be claimed, I will consider them mine and dispose of as I see fit. I do regret that I have been unable to answer correspondence for the last several months, as my work load has increased greatly but one of these days I'm sure I'll be able to do better.

Chick Harris, Keynoter Editor.

#### REPORT OF SECOND CONNECTICUT CHAPTER MEETING - JANUARY 15, 1966.

The second meeting of the Connecticut Chapter of the APIC was held at 'Just Buttons Museum' in Southington, Connecticut on Saturday, January 15, 1966. Sixteen Connecticut members and one Massachusetts member of the APIC were present. Many of us brought some of our choice items for display. A great deal of trading and selling took place throughout the day, with many nice items changing hands....After luncheon, slides of the Political Collection of the Smithsonian Institution were shown. Frank Corbeil brought several slides of his fine collection and Victor Luscomb dug out some slides he had taken of a room size exhibition of George Washington items from Harold Cobb's fine collection, which had been on display at 'The Just Buttons Museum' several years ago. The slides were enjoyed by all and there were many oohs and ahs, heard during their showing...Connecticut APIC'ers in attendance were Gertrude Adkins, Amos Bishop, Bob Carter, Harold Cobb, Dot Comeau, Don Coney, Frank Corbeil, Alta Crowley, Doyle DeWitt, Jean Dunn, Ralph Edson, Ed Gumprecht, Sally Luscomb, Victor Luscomb, Gene Lydecker, Bob Marvin and from Massachusetts, Ed Sullivan and his son Jeff.

Bob Carter, S-T, Conn. Chapter.

#### APIC REGIONAL MEETING CALENDAR:

- March 27, 1966 - WISCONSIN CHAPTER at home of Jack Putman, Fond du Lac.
- April 16, 1966 - CONNECTICUT CHAPTER at Just Buttons Museum, Southington.
- April 1, 2, & 3 - LOS ANGELES, CALIF. at the Hollywood-Roosevelt Hotel.

#### APIC NATIONAL CONVENTION:

- August 19 & 20 - CHICAGO, ILLINOIS at Sheraton-Blackstone Hotel, see the President's Message for further details.....

LATE FLASH!!!!!!Your Secretary-Treasurer has available on 8½ x 11" paper, a mimeographed list of APIC Members listed by States. Send your request and 50¢, it will be sent post-paid. The roster booklet will again be only in alphabetical order and will be sent as part of the 1966 dues payment. This state listing is offered due to many requests from the membership but was not included in the roster booklet due to excessive additional cost.

Interesting information--the last Keynoter was mailed to 82 members in New York State, as well as 82 in California, Ohio was next with 56 and Illinois followed with 55. We hope those in every state are enjoying and benefiting from it.



# The Secretary's Corner

by Bob Sterling, Secretary-Treasurer.

**Probationary Members;** (Should any member know of a good reason why any probationary member should not be admitted to the APIC, please send such objection in writing to: Bob Sterling, 412 Taft Avenue, Charleston, ILLINOIS. If no objections are received, full membership will be accorded on 4/1/66.

- 701 - Thomas Marsh, 325 Beacon Bldg., Tulsa, OKLA. 74103; attorney;  
(2-c-h-m-q-z), RI2-2059, LO7-0141.
- 702 - John W. Palmer, 1451 E. 55th St., Apt. 424N, Chicago, ILL.; teacher;  
(2-c-h-m-q-u), 752-4121.
- 703 - Mrs. Naola Ruth Pennington, 23017 Schoolcraft St., Canoga Park, CALIF.;  
office manager; (2-c-i-Tenn-l-q-z), (213) 348-8485, (213) 347-3077.
- 704 - Raymond McHugh, 4659 Caritina Dr., Tarzana, CALIF. 91356; professor;  
(3-c-h-l-q-u), (213) DI2-1015, (213) DI9-1200.
- 705 - Paul Posner, 257 S. Spring St., Los Angeles, CALIF.; attorney;  
(2-c-i-m-r-z), (213) VE9-3274, (213) MA4-9708.
- 706 - Eugene Wagner, 2501 Hyacinth Ave., Janesville, WISC. 53545; meter  
reader; (2-c-d-h-l-q-z), (608) 752-1357.
- 707 - Elizabeth Wolek, 26 Fenmway, West Hartford, CONN. 06119; hobby dealer;  
(3-d-h-l-u), 523-9998.
- 708 - Application cancelled.
- 709 - David R. Weaver, 49 Stonebridge Road, Cochituate, MASS.; student;  
(1-c-h-l-q-u-v), (617) OL3-3057.
- 710 - Marc Bilder, 5410 Plainfield St., Pittsburgh, PA. 15217; student;  
(1-c-i-l-r-z), 621-9350.
- 711 - Steve Torhan, 1738 Larkmoor, Berkley, MICH. 48072; student;  
(1-c-h-l-r-z), (313) 547-7806.
- 712 - Robert M. Goshorn, RD, Berwyn, PA. 19312; magazine circulation;  
(3-c-h-Penn.govn-l-s-u-w), (215) NTL4-0982, (215) WA5-6500.
- 713 - Mrs. Jean Dunn, 2 West Main St., Plymouth, CONN.; teacher; (3-d-i-m-q-z);  
283-4784.
- 714 - Larry L. Krug, 1150 N. Lake Shore Drive 9E, Chicago, ILL. 60611; editor;  
(2-c-h-l-r-u) (312) 787-8723, (312) WA2-2180.
- 715 - Mrs. Mary Seymour, 1022 Fourth St., Charleston, ILL. 61920; housewife;  
(3-c-i-m-q-z), 345-4335.
- 716 - Herbert Bloom, Jr., 807 East Abram, Arlington, TEXAS 76010; dentist;  
(2-c-h-l-r-u-v), (817) CR5-7810, (817) CR5-6421.
- 717 - Ray Storch, 3214 Barrington, Apt. F, Los Angeles, CALIF. 90066; student;  
(1-c-i-civil rights-m-q-z), (213) VE7-0818.
- 718 - Richard Goldman, 130 Ashdale Ave., Los Angeles, CALIF.; student;  
(1-c-i-m-r-u-w), 476-2301.
- 719 - John Rouse, 533 Beverly Ave., San Leandro, CALIF. 94577; teacher;  
(2-c-h-m-q-u-v), 638-6642.
- 720 - Robert C. McQuillin, 22 Lowell Road, Kenmore 17, N.Y.; computer programmer;  
(2-c-i-l-q-u), (716) TR5-1994, (716) 542-4511.

## Rejoined:

- 57 - Dale Wagner, 5499 Claremont Ave., #3, Oakland, CALIF. 94618; law student;  
(2-c-h-l-s-z), (415) 655-2285.



PROBATIONARY MEMBERS: (continued)

- 721 - Enoch Nappen, 9 Corey Drive, Oakhurst, N.J. 07755; professor;  
(2-c-i-l-r-u-v), (201) 222-9152, (201) 222-6600.
- 722 - Victor Luscomb, 500 North Main St., Southington, CONN.; retired;  
(3-c-h-l-Lincoln-q-u), (203) 628-6337.
- 723 - Herb Sayre, 1401 Radcliff, Garden City, MICH. 48135; printer;  
(3-c-i-l-r-z), (313) GAL-3266.
- 724 - Clifford P. Rubenstein, 133-17 101st Ave., Richmond Hill, 19, N.Y.;  
V-P, Columbia Adv. Co; (3-c-d-manufacturer-il-s-z), (212) AXI-5900.
- 725 - John DeWitt III, 3911 Cordova Ave., Jacksonville, FLA.; student;  
(1-c-h-m-q-u).
- 726 - Henry Graczyk, 101 Gittere St., Buffalo, N.Y. 14211; locomotive engineer;  
(3-c-i-l-q-u).
- 727 - H. G. Spangenberg, PO Box 203, Englewood, OHIO; numismatist;  
(2-c-h-l-q-z), (513) 836-2076, (513) 836-5173.
- 728 - Peter Leavitt, RD# 1, Turner, MAINE 04282; student; (1-c-i-l-q-u);  
225-5310.
- 729 - Mrs. Ernest W. Pleger, Route 2, Box 66-G, Marinette, WISC. 54143;  
housewife; (2-c-h-m-q-z), 715-7877.
- 730 - Dennis Schaefer, 2227 Arsenal, St. Louis, MISSOURI 63118; student;  
(1-c-i-l-q-z), (314) MO4-8521.
- 731 - Norman Sherman, 4295 Marina Drive, Santa Barbara, CALIF. 93105; orchid  
grower; (3-c-h-m-q-u), 967-3285.
- 732 - Thomas Coen, 438 Alvord Ave., Kent, WASH. 98031; store owner;  
(2-c-Genl MacArthur-s-z), (206) UL2-4380.
- 733 - Richard Harmetz, 2065 Kerwood, Los Angeles, CALIF. 90025; Jr. College  
Instructor; (2-c-i-m-r-v), (213) CRL-6674.
- 734 - Steven Darrow Brown, 13124 Chestnut Oak Dr., Gaithersburg, MARYLAND 20760;  
student; (1-c-i-l-q-z), (301) 948-2543.
- 735 - William McGinnis, Jr., 3318 Shelwire Ave., Philadelphia, PA. 19136; student  
& personnel man; (1-c-h-l-q-z), (215) MA4-7625, (215) LO3-4830.
- 736 - Ivan Imm, 1134 Petra Place, Madison, WISC. 53713; administrative analyst;  
(2-c-i-m-q-u-v), (608) 257-0544, (608) 266-2908.
- 737 - Polly Wyant, 939 N. Mariposa Ave., #107, Los Angeles, CALIF. 90029;  
secretary; (2-c-i-m-q-u-w), (213) ND4-6429; (213) DU3-3129.
- 738 - Earl Kistler, 923 N. 7th St., Allentown, PA. 18102; clerk; (2-c-h-l-q-u);  
(215) 433-8206.
- 739 - Phillip L. Isenberg, 1528 Grant St., Berkeley, CALIF. 94703; law student;  
(2-c-i-l-r-z), (415) TH8-6492.
- 740 - Mrs. John Buchanan, Box 155, Salt Point, N.Y. 12578; housewife;  
(2-c-i-l-q-v), (914) 266-5271.
- 741 - Leone Skeen, 718 East Seventh, Kennewick, WASH. 99336; retired;  
(3-c-h-m-q-v), (509) 586-6894.
- 742 - Russell Merrdink, 101 S. Carolina Ave., SE, Apt. 301, Washington, DC;  
adm. asst.; (2-c-h-q-z), (202) 225-2476.
- 743 - Seymour Moss, 9 S. 18th St., Philadelphia, PENN. 19103; dealer;  
(3-d-l-s-z), LO7-8980.
- 744 - Barbara Mueller, 523 E. Linden Dr., Jefferson, WISC. 53549; journalist;  
(3-c-h-l-q-u).
- 745 - Martin Greenfield, 265 Weidner Ave., Oceanside, N.Y.; student;  
(1-c-h-m-q-z), (516) RO6-7447.



PROBATIONARY MEMBERS: (continued)

- 746 - Tommy J. Wootton, 12250 Sunnybrook Lane, Whittier, CALIF. 90604;  
teacher; (2-c-i-m-q-z), (213) WH1-1641.
- 747 - Walter T. Chase, 112 West 8th, Hutchinson, KANSAS 67501; retired;  
(3-c-i-l-r-z), (316) MO5-7093.
- 748 - Charles H. Thompson, Box 183, Wisconsin Dells, WISC. 53965; restaurateur;  
(2-c-h-l-q-z), 8097.
- 749 - David B. Mitchell, 100 Shore Court, Lake Colony 214-A, N. Palm Beach, FLA.;  
student; (1-c-i-l-q-n), 842-4766.
- 750 - Frances C. Hayward, 1460 N. Sandburg Terrace, Chicago, ILL. 60610;  
manufacturers' representative; (3-c-h-m-q-X), (312) 642-2622.
- 751 - Robert Parker, 101 N. 7th, Garrett, IND.; brakeman r.r.; (2-d-i-l-q-z);  
(219) FL7-4558.
- 752 - Thomas J. Gerace, 1232 S. Palm Ave., La Habra, CALIF. 90631; public health  
sanitarian; (2-c-i-l-q-u), 691-9369, OX8-6251.
- 753 - Leon McMillan, 22301 Engelhardt, Apt. C-2, St. Clair Shores, MICH. 48080;  
investment analyst; (2-c-h-l-q-z), (313) 771-1667, (313) 962-2055.

APIC FINANCIAL REPORT: January 1 - December 31, 1965.

Cash Balance on January 1, 1965. . . . .	.\$ 510.83
Receipts from all sources. . . . .	.\$ 2,159.00
	\$ 2,669.83
Less Expenditures:	
Winter KEYNOTER costs (includes printing, stamps, envelopes, clerical expenses, etc.).. . . .	\$285.00
Constitution printing. . . . .	25.10
Hopeful plates & printing. . . . .	190.00
ASK button cost. . . . .	50.00
Price Guide printing . . . . .	23.00
Spring KEYNOTER costs. . . . .	313.13
Roster printing. . . . .	150.00
Postal permits . . . . .	76.00
Summer KEYNOTER . . . . .	336.00
Fall KEYNOTER . . . . .	353.00
Misc. (Bad checks, dues notice, phone calls) . . . . .	38.60
	\$1,839.83
	1,839.83
<u>Cash Balance</u> on December 31, 1965. . . . .	\$ 830.00



THE SECRETARY'S CORNER, (concluded)

Often accompanying the annual dues were morsels of information. The communications related news, commendations, and complaints. The gratifying number of compliments seems to attest to the satisfied attitude of the general membership. A digest of the news items and complaints is listed below.

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Regretfully, we announce the loss of some APIC friends. Veteran member Joe O'Neill (#4) passed away in October and Mrs. Fred Finchum (#154) lost her husband in December after a long illness. The sister of President Ferd O'Brien (#103) died in January.

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Unrelated to collecting political items but gaining national publicity, John Hyland (#168), Anderson, Indiana, was inducted into the auto racing Hall of Fame with racer Jim Hurtubise. Hyland's photographic work has publicized auto racing for 35 years.

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Too young to vote in the recent national election, Willard E. Smith (#219) decided to try for the Third Ward Supervisor in Ogdensburg, N.Y. recently. Although failing to win his maiden campaign he admitted it was a "very educational and interesting experience." No button specimens were forwarded.

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The Chicago Sun-Times carried a January 9 story about Chicago labor lawyer Joseph M. Jacobs who has offered a 5,000 item FDR collection of campaign buttons to the AFL-CIO.

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From the communications received there were three general complaints registered. First, the perennial cry: prices are too high. They charge that a few ambitious members are overcharging the older collectors and exploiting the unsuspecting newcomer. Perhaps an Ethic Committee will consider the situation at our National Convention. Secondly, there is growing support for a call upon manufacturers to date and place the company name on all products. At least one U.S. Congresswoman has been approached by an APIC member who wants Federal legislation to compel the manufacturer to do this. It is his belief that this would help check reproductions. Thirdly, there were four requests asking that we enlarge the roster booklet and include a listing of members by city and state. The last complaint is the easiest satisfied.

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A further project will be the revised printing of the Cox and Davis research projects.

Bob Sterling, Secretary, Treasurer.



# The PRESIDENT'S Message

from Ferd O'Brien, APIC #103

Plans are well underway for our August National APIC Convention in Chicago. The dates are Friday and Saturday, AUGUST 19 and 20, 1966. The place--the historic Chicago home of the Presidents, the Blackstone Hotel. Write now for reservations to the SHERATON-BLACKSTONE HOTEL, Michigan Blvd. at Balbo Drive, Chicago, Illinois 60605. If you plan to arrive on Thursday evening you may be assured of a world of choice items for your collection on room hopping expeditions. Two large meeting rooms have been set aside so that exhibits and bourse tables will not be disturbed by our Friday luncheon and Saturday Evening banquet. If one hundred rooms are reserved, the management has promised to give us the Presidential suite as well. It consists of two enormous bed room-living rooms and the famous 'smoke-filled' room, in which President Harding was selected during the Convention of 1920. It should be made to order for selling and trading. Stanley Goodfriend #123, has been most helpful in cutting red tape and smoothing out many of the details in connection with the convention and I thought you may be interested in knowing more about Stanley--see another page of this KEYNOTER.

On a less pleasant note we must again bring up the subject of re-runs or 're-pinned' buttons, made from old pictures and decals left over on manufacturers shelves. These can be made up into pin back buttons for five cents or less in quantity and then sold to unsuspecting collectors at prices asked for the genuine article. These pieces are FAKES and the APIC condemns them without qualification. Anyone who makes or sells them is doing great harm to the hobby. At our next meeting of the Executive Board in August, the Code of Ethics will be amended to expel any member who knowingly sells this kind of garbage.

Finally a word about the investment phase of the hobby. Many of you are aware that the insanity in numismatics finally resulted in the inevitable explosion. We believe that prices of political material have nearly reached a peak. Only rare pieces in prime condition are a worth while investment. Most celluloid and lithographs after 1928, should be looked at in proper perspective--as common and readily available and at a reasonable price, if one will be patient and not swallow the first baited hook he sees. Choice early material has not reached its proper level, and at today's market represents your best investment value.

Ferd O'Brien, President.

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## DOWN MEMORY LANE - THE YEAR 1940

by George Tabor, #119.

There is many times an element of hooliganism at political rallies. When Wendell L. Willkie was speaking at a rally in Pope Park in Hartford, Connecticut he was the victim of such an act. During his speech, I was astounded to see eggs splatter on the face and coat of Mr. Willkie. The perpetrators of the act, three small boys were quickly apprehended.....Brought to the platform, they were released at the suggestion of Mr. Willkie, who said, "It is only a childish prank".....I thought that was magnanimous on the part of the Republican standard-bearer.....The blame really lies with the parents--for at their age, children do not understand the principals of politics, but react to the mouthings of their parents.

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BE ON THE ALERT -- The APIC Committee on Ethics is investigating the possible recent manufacture of some of the 1964 minor party buttons. Those in question are NSRP - KASPER-Stoner; For President-Lincoln Rockwell (black and white), letters are smaller on the 'new' issue; Lar Daly for President-America First Party-pictures two Uncle Sams, and a Church of God 1952-Campaign for Righteousness. All are celluloids, no union label 1 1/4" except the later which is 1". Watch Spring KEYNOTER for further details.....



by

JOANNE ZANDER

# Stanley Goodfriend- Man of imagination

Riding in a loop-bound bus recently, we overheard two men discussing the career of Stanley L. Goodfriend quite audibly and frankly. One of them wrote finis to the conversation by saying, "It just goes to show what an imaginative mind can do."

True, indeed. But Stanley Goodfriend has many other qualities besides imagination -- perseverance, scholarship, enthusiasm, a genuine liking for people -- to name a few.

Graduated from the University of Illinois, he went next to the University of Chicago Law School to earn a degree in law. He practiced law until 1939, but as early as 1936 he began to work on his own as a real estate broker.

He spent four years and three months in the United States Army Air Force, most of the time at an air base in northeastern Canada, with occasional trips overseas. Incidentally, he still holds a pilot's license.

After returning to the real estate business and building it up to the point where he had offices both in the Loop and in Glencoe, he sold both offices in 1953 to become vice president of Arthur Rubloff & Co. At that time the Rubloff Company was entering the residential field in the purchase of the Marshall Field Garden Apartments, which it has since sold.

One of Mr. Goodfriend's greatest interests is the John Howard Association, of which he is a director. He has recently added to his human involvements work with a group which is helping to keep boys off the street. The John Howard Association helps ex-convicts to get jobs, and this, he says, is not as difficult as it might seem because there are now many willing hearts that cooperate in this work, and a high percentage of the ex-convicts really want to go straight. In many cases their forays into the world of crime have come out of their unbelievably bad backgrounds. Lack of education, lack of job training, and indescribably bad home and family conditions are all contributing factors. Getting such unfortunates started on the way to decent and constructive living gives Mr. Goodfriend a tremendous amount of satisfaction. In this connection, Mr. Goodfriend collects men's clothing and turns it over to the John Howard Association for allocation to whichever of the local half-way houses needs it

most at the moment. If any Sandburg tenants have any men's clothing they do not need, he will be glad to accept it and turn it over to the Association. Gifts may be left in the Management Office.

Asked if he has any "hobbies as such," Mr. Goodfriend said, "Yes, one of the greatest hobbies in the world." He belongs to the American Political Item Collectors. It all started in 1928, when an uncle turned over to him his collection of presidential campaign buttons on condition that he would continue to add to it. He now has examples of every campaign button since 1836, when the first campaign button of any consequence appeared.

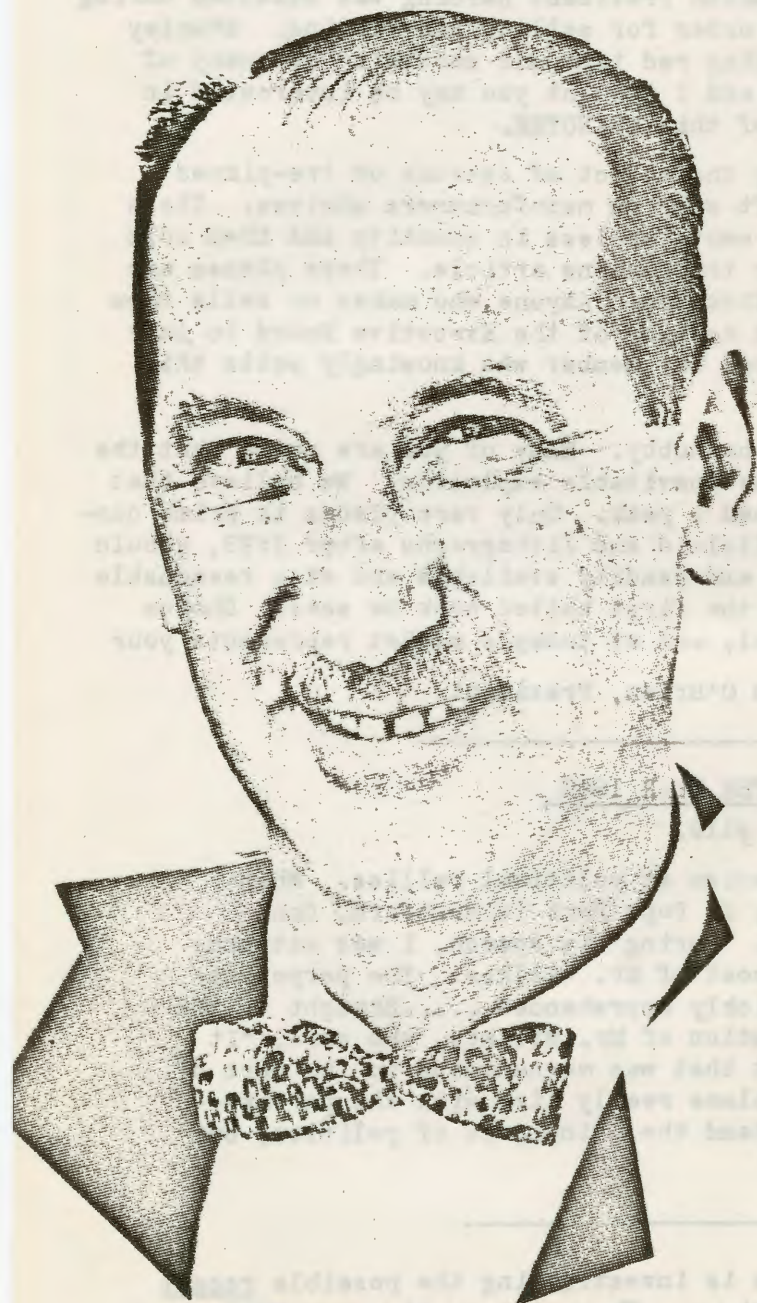
With his passion for American history, one thing led to another, and Mr. Goodfriend's collections now fall into four major categories. The second is a collection of invitations to presidential inaugurations and inaugural ball programs, beginning with William Henry Harrison. The third collection comprises letters signed by United States presidents while they were in office. This includes letters by every man who has been a president of the United States. The fourth is a collection of books written about presidents while they were in office or within two years after they left office.

These include books about almost every president after Martin Van Buren. He also has a collection of New York Herald Tribunes from May 15, 1865, and some other newspapers going back into the 1700's.

Recently he was advised by Ralph Newman, the Lincoln expert, to specialize in one president. So another collection was born, and he now has every book written about Harry S. Truman, as well as letters from him in reply to his letters. He believes history will eventually regard Truman as one of the truly great presidents, regardless of what evaluations may be set on him as a person.

In addition to these interests, Mr. Goodfriend says he is an outdoors enthusiast. He likes to swim and is a "golf nut." His wife, too, is a "terrific player," and recently participated in a tournament.

The Goodfriends have five children, two sons and three daughters, ranging in age from 11 to 24.





COLLECTING POLITICAL AMERICANA

by Don Loga, #294

Collecting political Americana is a most fascinating, challenging, and tremendously satisfying interest. One wonders why it has taken so long to "come into its own" when it has so much to offer. Actually, the limits of its benefits are boundless, or at least, limited only by the efforts each person is willing to devote to it.

Have you ever considered just what it is about this hobby that most appeals to you? I have, and must honestly state that I cannot form a simple, straight-forward answer. There are several factors that enter into it.

It gives me great satisfaction to know that all collectors have to go about it the same way I am doing. In an article in "Just Buttons", June 1964, Don Coney expresses it best by writing "we read, research, subscribe, trail, track, plot, plan, scheme, write, telephone and talk while the leaves remain unraked and the car remains unserviced". Isn't it the truth? There is no real short-cut. But, how much more satisfying it is this way. I'm glad that no one can sit down with a political equivalent to a Scott's catalog in stamp collecting, pick out the specimens he wishes, write out a check, and wait until the mailman delivers whatever new additions he desires to his door. Money alone is not the most important factor in collecting political Americana.

For those who have a real love of our nation's history, what hobby could possibly offer more? The political history of the United States is made so vivid and meaningful by the actual campaign pieces depicting the men and the issues of the various campaigns. The names of men that you read about in a high school or college text become more than just names, taking on new meaning that enables you to better understand just what part they played in our history. The various facts and dates that you have stored in your mind, like pieces of a puzzle in a box, begin to take shape, piece by piece, until the picture is complete. The facts are not changed..... they are just properly arranged.

Variety? As much as you like. Campaign material runs the gamut from the sublime to the ridiculous. Many collectors restrict their collections, for one reason or another, to a certain category such as pinbacks, or to celluloids alone, or a campaign that they specialize in, or to any one of a myriad of other types or topics. I prefer to include anything that is representative of the political history of our presidential campaigns, whether it be button, badge, ribbon, cane, token, torch, poster, paper, or whatever. Consequently, my collection has grown like the proverbial "Mopsy", much in need of discipline, difficult to manage, and nearly impossible to display well. There are so many facets that may be explored, if only one sets about it! While a collector may really do as most of us do, that is, pick up anything that appeals to us whenever the chance happens along, he may, at the same time, put special emphasis on a certain aspect of the hobby. At present, I am trying to expand my showing of shanked political clothing buttons. But, it is really impossible to exhaust all the various tangents one could embark on in politicals. Concentrate on jugates, or studs, minor party items, favorite sons, a particular era, or a certain candidate. Your imagination is your only restraint.



There are those that go about collecting Political Americana with a sharp eye to the potential financial return. I cannot claim to be one of them, though I'm sure I could do well to follow their example more often. However, it cannot be denied that this is a factor that may well be considered appealing. It is to be assumed that after a campaign is over, the supply of material for that campaign is necessarily limited. With more and more collectors vying for the limited supply, the market price is bound to rise, given a free and open market. There are instances, to be sure, in which material is unfairly priced, but a certain amount of this must be expected, though not condoned. We have all watched the cost of political campaign items rise.....some with much clapping of hands, and others with much wringing of hands.....but inasmuch as the hobby is still in its infancy, so to speak, even those who begin now to collect can be assured a satisfactory rate of growth of their investment in the next few years.

Patient, indeed, you have been to have followed me thus far. Have faith, for the end draweth nigh. I have mentioned some of the elements that make collecting Political Americana so interesting and rewarding. But, I have yet to mention the greatest reward of them all--the friendships you make while collecting. More than any other benefit, I value the friends and acquaintances I have made in my two years as a member of the APIC. It will be difficult to refrain from mentioning names here, but I must, for I could not begin to list the wonderful people I have met and the good times I have had in their company. Some I only know through the many letters, long and short, that we have sent to each other....and the fine collections that I have 'cohed' and 'ashed' over. These relationships are the most rewarding aspect of collecting Political Americana and membership in the APIC. The potential here is far greater even than the financial return.

In conclusion, you must have gathered by now that I need little further persuasion to be completely 'sold' on politicals and the APIC. I have found it very satisfying to me personally, both in the form of friendship with other collectors, and from the standpoint of being able to point to an occasional 'bright spot' in my cases that enliven an otherwise meager collection.

Politicals? There's nothing quite like them! Don't you find it so, too?

Don Loga, #294.

\*\*\*\*\*This concludes the President's Column\*\*\*\*\*

## For the Newer Collector

There are two distinct schools of thought on the subject of placing less than choice items in a collection. Some will not consider an item unless it is perfect, I have never been in this category and have at times had less than perfect items in many spots in my collection. I have always keep these, which I call 'fillers' until an item of better quality came along. I'll probably always have a few items which I am trying to up-grade but prefer these to a blank space, especially if the item is of the rarer variety. The material of less than choice quality, should also be priced accordingly and if the item is in demand, when a better one comes along, you should be able to sell or trade and not be hurt by the transaction. Browned and badly rusted celluloids are often sold for prices which should only be commanded by perfect items and care should be taken to keep your collection in a dry and not too hot, storage area. Heat is bad for celluloid and also for ferro-types. Direct sunlight is also damaging to ferro-types and cloth items of all types, as well as some of the inferior red dyes used by some of the button manufacturers.....The importance of a perpetual inventory, of some type, of your collection cannot be stressed too much. You will find it helpful many times and especially when the time comes that you feel you should have insurance protection. You will find that you will be called upon to place a value on each item but if no actual inventory and value has been established, that you will only be able to collect the prorata share of total value to total number of items. Some hints in next issue regarding inventory techniques.....



## AN INTERESTING 1848 ACQUISITION

By J. Doyle DeWitt, #25

I recently acquired a very interesting item related to the 1848 Campaign. It is a sheet of rather heavy paper stock bearing a series of lithographed portraits of Taylor and Fillmore and Cass and Butler, each enclosed in a circle. When inserted in a metal frame under glass they formed campaign medals No. ZT1848-45 and No. LC1848-8. A close examination reveals some variance in the detail of the portraits and in the placement of the name plate on the bust but undoubtedly they were from the same basic plate or stone.

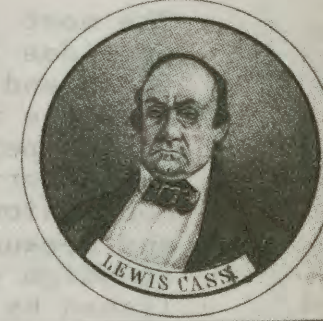
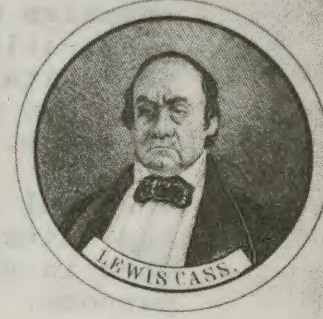
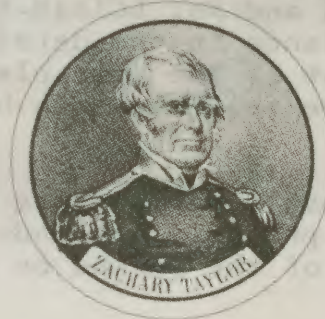
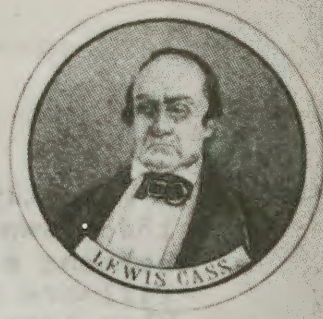
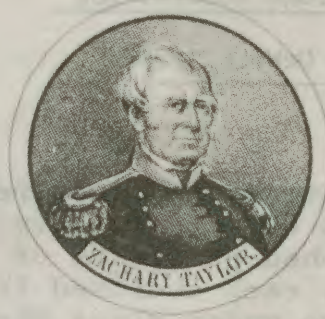
The oval device bearing the eagle surmounting the map of the United States and France probably was made for an insert in the oval mirror case of the period or some similar purpose.

The most interesting aspect of this find is the clue it provides to the publisher of the lithographed portraits of these and similar medals. At one time there was belief that the medals were produced in France as were the mirrors of the period, viz No. ZT1848-43. Later, the seasoned collectors of twenty-five to thirty years ago came to the conclusion that the lithographs were of American origin and because of the similarity to the portraits in the campaign prints of Currier and Ives that they were published by that firm, who supplied them to a frame maker.

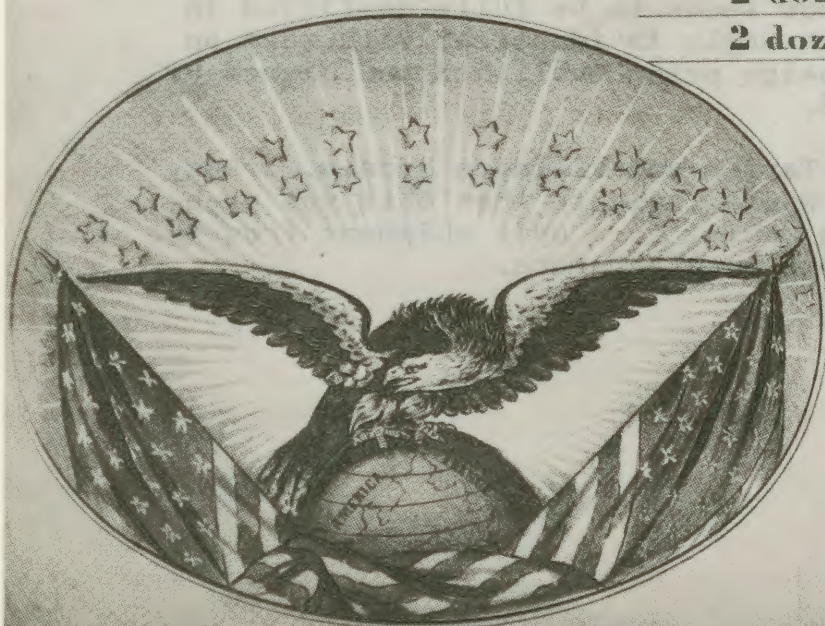
This latter conclusion now seems to be fully justified in that the oval device with eagle is identical with that on the Cass and Butler campaign print published and signed by Currier and Ives in 1848.

The inscription "2 Doz. Taylor and Fillmore Medals./2 Doz. Cass and Butler Medals" would indicate that this was probably one of eight sheets making up a unit shipment from the lithographers to the frame manufacturers.





2 doz. TAYLOR and FILLMORE Medals.  
2 doz. CASS and BUTLER Medals.



Not actual size, reduced from  $10\frac{1}{2} \times 13\frac{1}{2}$  ".

This research material issued by APIC in 1966



## B R U M M A G E M \*

Wayne LaPoe, Chairman, Committee on Ethics

\*Brummagem (brum'ajem), noun. A showy but inferior and worthless thing.

The committee wishes to thank the following members for their assistance since the last issue of BRUMMAGEM: Bill Bowen, Jr. #77, John Ford #403, Kenton Broyles #129, Lawrence Calia #556, Chick Harris #139, George Arthur #632, and Ferd O'Brien #103.

Your committee continues to receive information regarding the existence of reproductions from over the United States. Much of the material is untraceable and we are limited to recording its existence in BRUMMAGEM for the benefit of the membership. However, we have received an increasing number of comments and questions concerning the activities of certain button companies and dealers. These people have little regard for the hobby and are only interested in profiteering. Some of the 1964 third party buttons we have seen hardly make a pretense at authenticity.

At the present time, as the result of a complaint by one of our members, the Post Office Department is investigating one button manufacturer for possible violation of postal fraud statutes. We want to make it clear that all button manufacturers and dealers are not to be regarded as unethical but the practices of a few are a threat to our hobby and, if they are tolerated, others may be encouraged to produce and distribute reproductions and fantasy pieces.

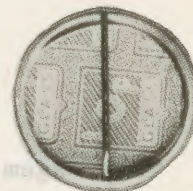
One member at the N.Y.-Pennsylvania regional meeting in Binghamton, N.Y., last August suggested that APIC develop a program similar to Good Housekeeping's seal of approval to be awarded to those manufacturers and dealers who subscribe to our standards and agree to abide by the Code of Ethics. This suggestion may have some merit and we would be pleased to hear from the members regarding this proposal and ways and means to implement it.

Late last fall, social science teachers throughout the United States received a flyer from J. Weston Walch, Publisher, Box 1075, Portland, Maine, advertising a portfolio entitled "Presidential Elections" for \$2.00. The portfolio consists of 18 posters from past presidential campaigns. Your committee obtained one and examination reveals that it conforms in all respects to the Code of Ethics and so informed the publisher.

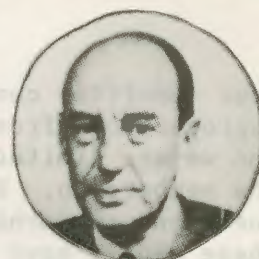
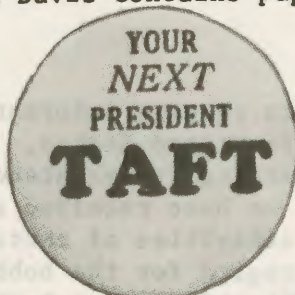
The following page pictures buttons which we have identified as fake since the last issue. The committee is currently investigating several other items suspected as being fraudulent. Note particularly the Cox and Davis buttons - that's a new twist!



# B R U M M A G E M



Both the Cox and Davis buttons illustrated above are  $\frac{13}{16}$ " in diameter including the aluminum frame. However, the Cox aluminum frame is  $\frac{1}{8}$ " wide whereas the Davis frame is  $\frac{1}{16}$ " wide. Black and white portraits on photographic paper (no metal backing) inserted in frame. Both photos show light reflection on left side. Reverse this specimen Cox contains paper but from old cancelled stamped envelope (Scott #U231). Reverse this specimen Davis contains paper Libby Owens Ford glass company trademark.



1-3/4" celluloid pin back. Blue on gray background. No manufacturer's name but of recent style.

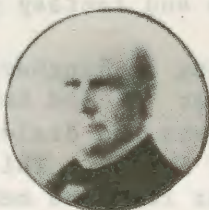
Same size and as otherwise described in Summer 1965 issue except slightly different lettering.

1 1/2" celluloid pin back. Black on white. No identification.

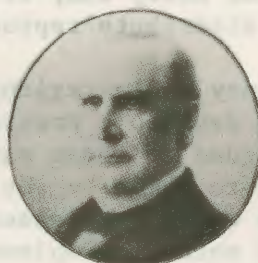
Alleged to have been acquired in quantity from antique dealer in Los Gatos, California.



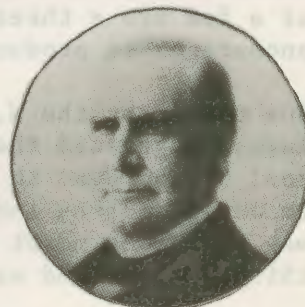
7/8"



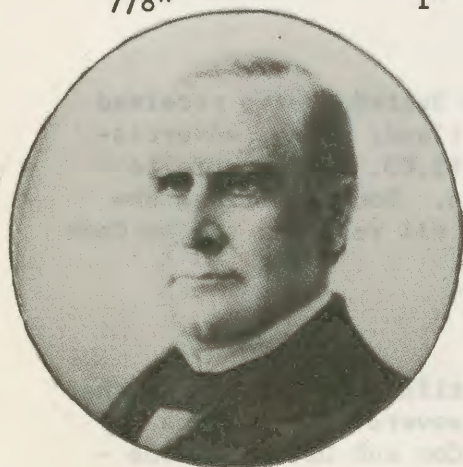
1"



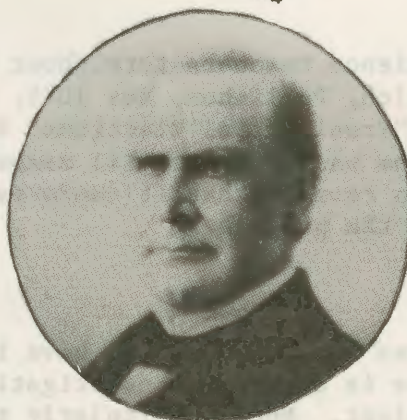
1 1/4"



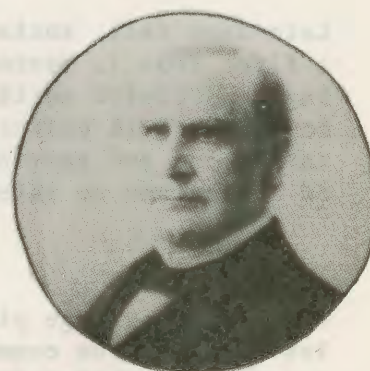
1 1/2"



2 1/4"



2"



1-3/4"

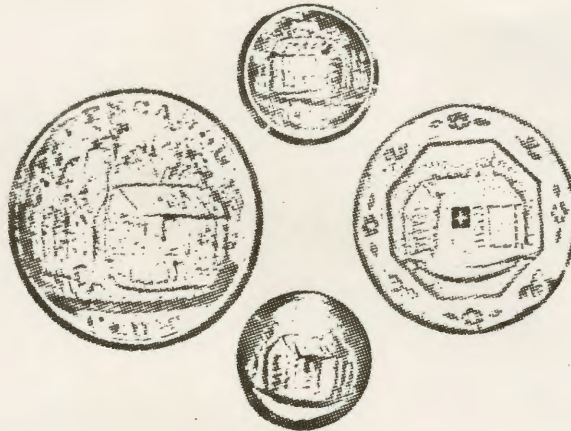
The above McKinley buttons are a set graduated in size from 7/8" to 2 1/4" in diameter. They are celluloid pin backs, sepia, and some of the portraits are sharper than others. All are of recent style manufacture and none contain paper in back or any identifying marks.



## More William Henry Harrison Buttons

By Sally C. Luscomb, APIC #216

Here are three more Harrison buttons to add to your files. Thanks to members who have responded to our invitation for this information. The top small button was shown before, see pages 4 and 5, bottom row, No. 2, 'The Shank'd Buttons of William Henry Harrison', sent with the Autumn 1965 Keynoter. It is very possible this was a sleeve or vest button to go with the large one shown here on the left.



The coat size button, loaned by Mrs. Kenneth Lydecker, APIC #280, has the words, TIPPECANOE over the top of the log cabin and CLUB under it. This button has a cider barrel in front of the cabin, cannon to left on the grass, soldiers to the left, flag pole to left with eagle over it, trees behind cabin on right. The designs on the large and small are about as identical as could be considering one is so small. The back: E. Pritchard Waterbury Con in panel or ribbon around the loop shank. The U. S. Post Office Department's recent abbreviations for states are not new as you can see. The button manufacturers were practicing it in 1840 and even earlier.

The second coat size button shown here was sent in by Don Loga, APIC #294. At first glance you may think this is a duplicate of #1. on page 2, of the above mentioned article. Note the variance in the border. This happens many times in metal buttons and probably no thought of future collectors. The flower on Don's button is at the top. The back is plain.

The bottom small button, another in Mrs. Lydecker's collection, sleeve size, is again similar to the top button. There is a tree, left of the cabin, three soldiers on the right, possibly tree and eagle above the cabin. This log cabin is different, door to the right, window to left. This is a cheaper brass button, no sign of gilt, not stamped as clearly and has a tin back. No makers name. (Issued by APIC IN 1966)



## COLLECTING POLITICAL AMERICANA

Some hints to help collectors build their collections and what items are generally found:

Since new items are daily finding day-light after being hidden in trunks and attics for years, we need to know where to look. Some of the more successful formulas are as follows: (1) Your friends and acquaintances, especially those politically minded; (2) The local politicians; (3) Newspaper editors and reporters; (4) Antique and hobby shops; (5) Publicity and advertising. To elucidate:

- (1) Your friends and acquaintances -- self explanatory
- (2) Local politicians -- introduce yourself to present and past office holders, from local committeeman on up. Most higher officials have been hounded and may not be of much help.
- (3) Newspaper men -- A local source of publicity and they have a surprisingly large amount of information and good leads.
- (4) Antique and hobby shops -- make yourself and your hobby known, especially in the local area. Very few have a knowledge of values, so top an asking price if possible; they'll go out of their way to look for politicals. Many shops which cater to dress button collectors as well as military and guns are your best bets.
- (5) Advertising -- Free local and national publicity is good for you and the hobby. Paid ads in hobby and antique magazines are used, but if you advertise expect to answer a lot of unfruitful correspondence as many are asking for values rather than legitimate offers to sell. If possible look for a publication which is not running one or more such ads at present.

You can be assured that political variety is almost limitless, some of the larger collections of Presidential items contain 20,000 items, another which included state and local, 50,000 items. You will find that generally non-presidential items are in less demand and are priced very reasonably and give added interest, especially to newer collectors. It is good though to set your sights and work toward a goal, being careful not to restrict the field so that you limit your chances of obtaining new items. In making your decision you'll want to know what's available from the various campaigns.

There are some George Washington inaugural cape and coat buttons as well as some medals, but the true political items began with Andrew Jackson in 1824. These were coin type items called political tokens and were usually holed and worn a watch fobs. Some were rather crude and were struck with Jackson's image on one side and slogans 'The Nations Good' etc. on others. Such items plus silk ribbons, cartoons, posters, ballots and prints are available from this period on. In 1860 a new innovation, the ferrotype, a tin type picture of the candidate encased in brass was first used. In 1864 other types of fancy framed pin back lapel items came into use, some had cardboard photos others ferrotypes. Items for torch light parades were popular and the variety of lapel items grew, in 1880 the military brass type button was popular and 1884 saw shank back enamels, composition, cloth covered buttons etc. In 1892 celluloid fronted buttons with metal rims were the fore-runners of full celluloids, which swept the country in 1896, the year of the big Gold-Silver controversy.

During the period of the 80's and 90's many novelty type lapel items, with moving parts such as Presidential chairs, coffins, flags, eagles, gold and silver bugs etc., were very popular and the acquisition of one of these is a collectors red letter day.

The early celluloids usually depicted both the Pres. & V.P. candidates, (jugates) and not until about 1916 did the name and slogan type item gain popularity. The lithograph, painted tin items were used in 1920 and today have become real competition for the nicer celluloid. Each election seems to produce a variety of new items, from plastic hats to cigarettes. At some time you'll have to decide if you want to include all types of items or if you'll limit yours to buttons and other small type items. There are many factors to be considered but finances and storage space will probably be the principle factors affecting your decision.

Political Americana is fascinating for the variety is great, the historical value is unlimited, and no one has seen or has catalogued all of the items and probably never will. Political items especially, never seem to fall in your lap, but tracking them down is always a thrill, one of the real fascinating aspects of our Hobby.

*Chick Harris*

U. I. Chick Harris, President APIC



SPRING 1965 APIC AUCTION

APIC AUCTION RULES, APPLYING TO THE OFFEREE: (Rules for bidding will be sent with the auction list.)

1. Each APIC member may offer up to three items or lots, (a group of similar items may be considered as a lot). It must be understood that the second and third items listed will be used only if the Committee deems that space is available.
2. Each item or lot must be described on the form provided below, or a copy thereof, and described as fully and accurately as possible. Especially noting anything which would detract or make the item more or less valuable. Use DeWitt, King, Satterlee numbers when possible and if known.
3. Offeree may set a realistic minimum price but if no minimum is stated, it is agreed that the highest bid will be accepted, as determined by the Auction Committee.
4. Offeree will enclose 50% handling charge PER LOT that he describes and submits to the Auction Chairman. Any lot that is not accepted by the official in charge to be included in this sale will be returned to the offeree along with the handling charge (50%) of that lot. If the lot is accepted, regardless of whether or not the lot is sold, the 50% handling charge will be retained for auction costs.
5. Offeree agrees to ship prepaid and insured (or guarantees delivery) of the item, after receipt of formal notification from the Auction Committee, upon receipt of full bid price from the successful bidder.
6. Offeree further agrees that if item isn't as described, full purchase price will be refunded, upon return of the item or lot, or will refer difference of opinion to the Auction Committee and will abide by their decision. Auction Committee will publish the successful bid prices in the next KEYNOTER.
7. Closing dates for offers is March 1, 1965. DO NOT SEND ITEMS, only their description, on the forms provided to: HAL N. OTTAWAY, Chairman  
APIC AUCTION COMMITTEE  
3002 Grail  
WICHITA, KANSAS, 67211

"I agree to abide by the APIC Auction Rules and offer the following items or lots:

Item # 1 is: \_\_\_\_\_

Description of item #1 \_\_\_\_\_

\*\*\*\*\* Minimum \$ \_\_\_\_\_

Item # 2 is: \_\_\_\_\_

Description of item #2 \_\_\_\_\_

\*\*\*\*\* Minimum \$ \_\_\_\_\_

Item # 3 is: \_\_\_\_\_

Description of item #3 \_\_\_\_\_

\*\*\*\*\* Minimum \$ \_\_\_\_\_

Signed \_\_\_\_\_  
Name Full Address APIC #

Mail to HAL N. OTTAWAY, Chairman, APIC AUCTION COMMITTEE, 3002 Grail, Wichita, Kansas, 67211.



## B R U M M A G E M \*

Wayne LaPoe, Chairman, Committee on Ethics

\*Brummagem (brum'ajem), noun. A showy but inferior and worthless thing.

In May, 1963, APIC took an official position on the subject of reproductions by publishing its Code of Ethics. This resulted from a growing realization on the part of the membership that reproductions, including restrikes and fantasy pieces, were detrimental to the hobby and were appearing in greater numbers. A company was actually formed in 1960 for the production and sale of reproduced Political Americana and had issued a catalog of restrikes offered to date together with the statement, "Our program will include the manufacture of hundreds of rare medals and political paraphernalia, reproduced from actual original pieces...." As frightening as this sounds, at least it was a forthright statement and there was a promise that each piece would bear a distinguishing mark signifying that it was not an original. Fortunately, the sponsors of this company have abandoned this project, however, many of the initially restruck pieces are in circulation.

Recently, there has been a large variety of celluloids, lithographed tin buttons, posters, etc., distributed without any markings to indicate that they are replicas. Sometimes a statement accompanies the original offering indicating that the pieces are replicas, but oftentimes not. But we condemn all such fakes whether marked, offered with a qualifying statement, or simply foisted upon the public. If a mark is in the form of initials or a word other than COPY or RESTRIKE, the buyer may not attach significance to it. And, even so, any mark can be filed off or otherwise removed. If a statement is made at the time of original distribution that the item is a replica, there is nothing to warn a buyer if such qualification is not made by a subsequent seller. Many of these reproductions pose a real hazard for the novice collector and the inexperienced dealer but, as time ages the piece, even the experienced collector and most knowledgeable dealer will have difficulty detecting the fraudulent items.

The membership of APIC is growing fast and as this becomes known and competition for material increases, there will be a great temptation for some individuals and organizations to profit thereby. In recognition of this fact, at the APIC Convention in Hartford, President Ferdinand O'Brien appointed a Committee on Ethics on which will serve Stephen Bibler #138, Lynn Griffith #229 with Wayne LaPoe #23 as Chairman. This committee has the responsibility of investigating reported reproductions, advising the membership of the existence of verified reproductions, and taking such action practicable to persuade the perpetrators to cease and desist.

There is little we can do from a legal standpoint to prevent reproductions. It is not illegal to reproduce a political item as it is to counterfeit a coin or stamp. We will attempt through firm and aggressive action to discourage those who manufacture and distribute fakes, but undoubtedly our most useful function will be to publicize to our membership the existence of such material that does appear on the market.

Each of you can benefit the hobby and assist the committee if you will report any suspected fakes to the chairman. Describe carefully any large items or send a photograph or advertisement. If known, indicate the source of the item. It would be helpful if you would send smaller items such as buttons and medalets together with as much information about the pieces as you have. They will be photographed for publication and returned. BRUMMAGEM will be a regular feature of The Keynoter as long as there is a need for it and material for publication. Through this medium we hope to compile a complete record on fakes.

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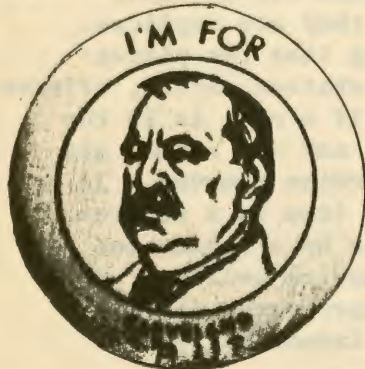
(ISSUED BY THE APIC IN 1965, AS A SUPPLEMENT TO THE 1964-65 WINTER KEYNOTER)



# B R U M M A G E M

The celluloid buttons pictured on this page were distributed free of charge during the 1964 presidential election campaign by several savings and loan associations in California. Among these were Great Western Savings and Loan Association of Los Angeles, First Savings and Loan Association of Oakland, and Guaranty Savings and Loan Association of San Jose. These are three of seven subsidiary savings and loan associations of Great Western Financial Corporation. It is not known whether or not the other subsidiaries distributed them. Advertisements were placed in the Los Angeles and San Francisco papers and a statement in small print appeared in the lower left hand corner of the advertisement reading "These buttons are replicas, not originals." The buttons were obtained by calling in person at any of the branch offices. An officer of the firm has indicated that distribution was limited to one button per person except in the case of some requests from teachers for the entire set.

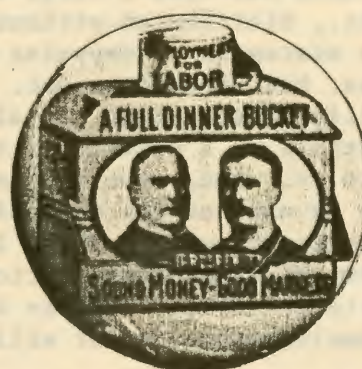
These buttons do not contain any markings indicating that they are replicas. They were manufactured by Emress Specialty Company of New York, but the manufacturer's name does not appear on the buttons. They are well made of celluloid, straight pin back, and are all 1 3/4" in diameter. The entire set consisted of ten buttons. Not pictured is a blue on white button, picturing a bull moose with the legend, "I Feel Like A Bull Moose."



Cleveland, blue on white



Harrison, blue on white



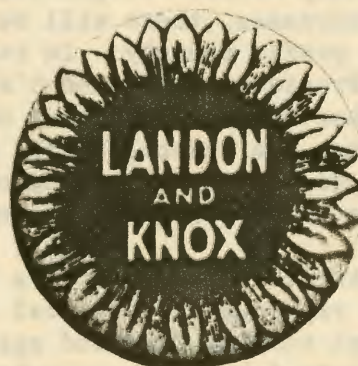
McKinley, black on yellow



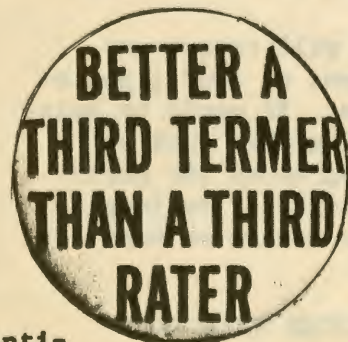
Wilson, blue on white



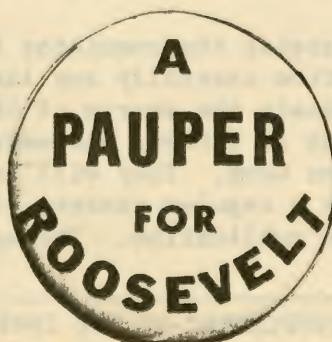
Hoover, black on yellow



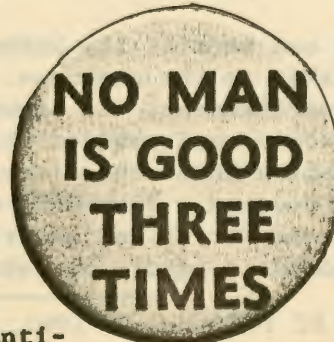
Landon, black on yellow



Anti-F. D. R., black on yellow



F. D. R., blue on white



Anti-F. D. R., blue on white



## B R U M M A G E M



The Coolidge button to the left is a recent lithographed tin reproduction of an original celluloid button from the 1924 campaign. I purchased this fake from an antique dealer in Kentucky but returned it when I discovered it was not authentic. The back is very shiny, the photograph looks obviously reproduced and the fake is of lithographed tin. The bust is black on white and the bunting is red, white, and blue. The button is straight pin back and approximately 1 7/8" in diameter.

In 1960, The Rainier Brewery of Seattle, Washington, developed an advertising program which included a coupon to return to the company on which you either indicated that you favored repeal of the 19th amendment or were against repeal. In return, the company sent you one of these pictured buttons depending upon how you voted. The advertisements ran in Esquire, New Yorker, Playboy, and possibly other magazines over a period of several months. Both buttons are lithographed tin and do not bear the manufacturer's name. The larger REPEAL button is 2 1/4" in diameter and has a brooch style pin back. Letters and border are black on white with brown scroll.

The smaller AGAINST REPEAL button is 13/16" in diameter and is a straight pin back. Letters are black on pink background with olive scroll.



During the 1964 presidential campaign, at least two mail order houses offered reproductions of presidential campaign posters. Crescent House of Plainview, N. Y., advertised the posters in House Beautiful and Walter Drake & Sons of Colorado Springs, Colorado, included the posters in their annual catalog. Both firms offered the same set of six posters so it would appear that they were retailing posters which had been reproduced by someone else. The six are: Lincoln & Johnson, Cleveland & Thurman, Roosevelt & Fairbanks, Wilson & Marshall, Harrison & Tyler, and Grant & Wilson. Printed in two colors on "heavy, antique finish" paper, 14" by 17". Price \$2.98 set.

(ISSUED BY THE APIC IN 1965, AS A SUPPLEMENT TO THE APIC 1964-65 WINTER KEYNOTER)



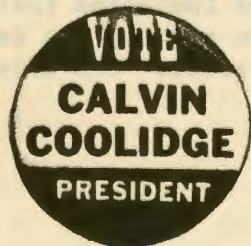
B R U M M A G E M

The Collidge button to the right was distributed during the presidential election campaign of 1960 by The Red Garter, a banjo bar in San Francisco, California. In addition to the button, they distributed, as a sales promotion stunt, "straw hats" with a Collidge legend, automobile window stickers and Collidge photographs with the words, "Keep Cool With Coolidge." All of the material bears the words, "Red Garter - Campaign Headquarters."

The button is of lithographed tin, 1 1/8" in diameter, and is a straight pin back. White background with "Coolidge For President" in red letters, bust and "Red Garter - Campaign Hdqtrs" in black. Manufacturer unknown.



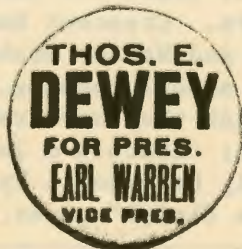
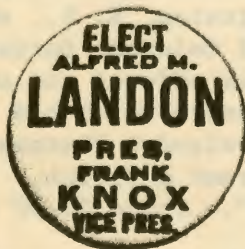
The button pictured to the left was distributed during the presidential election campaign of 1964 by The Blue Banjo, a banjo bar in Seattle, Washington, as a sales promotion scheme. The button cost 25¢ and several thousand were sold.



The button is well made of celluloid and is a straight pin back. It is 1 1/4" in diameter. No manufacturer's name appears on the button. "Vote" white on red, "Calvin Coolidge" blue on white, "President" white on blue.

The buttons pictured below first appeared several years ago and have fooled even the most experienced collectors. There have been a total of five verified and there is one report of a sixth button in this set. The other two are "For President Alfred E. Smith" and, "Win With Wendell L. Willkie." The sixth has not been identified. All, obviously, are of recent manufacture and the Smith button shows identical age as the latest Stevenson button.

The buttons are straight pin back and are made of celluloid, 1 1/4" in diameter. All are blue on white. All of these buttons contain the name of the manufacturer on the bottom edge. "Ace, 680 B'way, N.Y.C."





## PROPOSED CHANGES IN THE APIC CONSTITUTION

(Note: The summary below does not provide the wording of the complete Constitution but only those parts of those Sections affected by the proposed changes.)

ARTICLE I, Section 2. PROPOSED: Members are urged to report any known sources to the Committee on Ethics or the President for action which may be deemed fitting and proper. PRESENT: We urge all members to report any known sources to the President for action as may be deemed fitting and proper.

ARTICLE I, Section 6. PROPOSED: Area groups of APIC members are encouraged to work together for the good of the hobby and APIC. Any group of APIC members may organize an area or local chapter by making written application to the Regional Vice President involved. The application will be forwarded to the President by the Regional Vice President together with his approval or reasons for disapproval. Any application for organization which is disapproved by either the Regional Vice President or President shall be referred to the Executive Board for vote. Majority vote of the Executive Board will be required for approval. Notice of approval of new chapters will be published in the next KEYNOTER. PRESENT: None, an entirely new section.

ARTICLE II, Section 4. PROPOSED: Membership dues shall be \$5.00 per calendar year, subject to change by majority vote of the Executive Board, payable in advance to the Secretary-Treasurer. PRESENT: Membership dues shall be \$3.50 per calendar year, payable in advance to the Secretary-Treasurer.

ARTICLE III, Section 1. PROPOSED: The APIC shall have a President, five Vice Presidents, each of whom shall represent a different geographical section of the country, a Secretary-Treasurer, and eight members of the Board of Directors. PRESENT: The APIC shall have a President, three Vice Presidents, each of whom shall represent a different geographical section of the country, a Secretary-Treasurer, and six members of the Board of Directors.

ARTICLE III, Section 2. PROPOSED: All shall serve without compensation, except the Secretary-Treasurer who will receive seventy-five cents of each yearly dues payment for duties connected with the office. PRESENT: All shall serve without compensation except the Secretary-Treasurer who will receive forty cents of each yearly dues payment for duties connected with the office.

ARTICLE III, Section 3. PROPOSED: The officers shall be responsible for the conduct of the affairs of the APIC, and have the usual duties delegated to their respective offices. Each Vice President shall serve as Regional Vice President of one of five geographical regions. These regions are defined as follows:



- Region #1, Northeast (New England, upper New York State and Pennsylvania)
- Region #2, Atlantic Coast (Metropolitan New York City, New Jersey and South and East of the line constructed by the Mason and Dixon Line, and Ohio River and the Mississippi River)
- Region #3, Midwest (North of the Ohio River and East of the Mississippi River)
- Region #4, West (West of the Mississippi River to, and including, the States of Idaho, Nevada and Arizona)
- Region #5, Pacific Coast (States of California, Oregon, Washington, Alaska and Hawaii)

The Regional Vice Presidents shall be responsible for member relations within their regions, coordinating the activities of area and local chapters, and such functional duties which may be assigned by the President. PRESENT: With the exception of the first sentence, this is an entirely new section.

ARTICLE IV, Section 2. PROPOSED: Results of the voting will be announced at the designated time during the Convention. PRESENT: Ballots will be tallied at the designated time during the Convention.

ARTICLE VI, Section 1. PROPOSED: This Constitution may be altered or amended only if the proposed change is originated by a majority decision of the Executive Board, or by no less than three percent of the active members acting collectively. Proposed change, duly signed, is to be submitted to the President and Secretary-Treasurer sixty days before vote by the membership. The Secretary-Treasurer will publish the proposed change, together with the present wording, in THE KEYNOTER or by such other means deemed appropriate at least thirty days before the voting. PRESENT: This Constitution may be altered or amended only if the proposed change is originated by a majority vote of the Executive Board, or by a group of ten active members acting collectively. Proposed change, duly signed, is to be submitted to the President and Secretary-Treasurer sixty days before vote. Secretary-Treasurer is to publish the proposed change, as well as the present section for the membership at least thirty days before the voting.